

Ashburn Village

Shopping Center

COMPREHENSIVE SIGN PLAN

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AND

Cooley
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FOR

Saul Holdings Limited Partnership

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**ASHBURN VILLAGE SHOPPING CENTER COMPREHENSIVE SIGN PLAN
Zoning Ordinance Modification Application, ZMOD 2008-0010**

STATEMENT OF JUSTIFICATION

(Revised February 26, 2010)

INTRODUCTION

Saul Holdings Limited Partnership (the “Applicant”) is requesting zoning modifications (“ZMOD”) of the sign standards of the Revised 1993 Zoning Ordinance (the “Zoning Ordinance”) with respect to the planned development zoning district for the Ashburn Village Shopping Center. Specifically, this ZMOD application applies to the three parcels owned by Saul Holdings Limited Partnership (PIN: 085-29-7520, 085-29-9611 and 085-20-4208) and the parcel owned by Chevy Chase Bank FSB (PIN: 085-10-4384). The parcel currently occupied by the Burger King restaurant and owned by Tower Group LLC (PIN: 085-10-1282) is not included in this application.

This ZMOD addresses desired signage for project and tenant identification at the Ashburn Village Shopping Center. The proposed sign plan modifies the provisions of the Zoning Ordinance in terms of size, type and number of signs in order to achieve a coordinated signage program. By providing a comprehensive, coordinated and professionally designed sign program, the public purposes of the sign ordinance can be achieved without creating a sense of visual clutter.

PROJECT LOCATION AND OVERVIEW

Ashburn Village is a planned residential/mixed use community of approximately 1,507 acres located South of Harry Byrd Highway (Route 7), East of Claiborne Parkway (Route 659), North of Farmwell Road and West of Loudoun County Parkway. Ashburn Village is zoned PD-H3 and PD-H4 under the Revised 1993 Zoning Ordinance, but had been administered as PD-H24 under the 1972 Zoning Ordinance until June 16, 2008. As a result, the existing signage within Ashburn Village Shopping Center is consistent with the requirements of the 1972 Zoning Ordinance. This Application primarily requests modifications of the Zoning Ordinance that will allow future tenant signage to be consistent with the standards of the existing signage.

The Applicant desires to implement a Comprehensive Sign Plan as a means of coordinating needed signage for the marketing, development and operation of Ashburn Village Shopping Center. Approval by Loudoun County of this ZMOD is needed for the Applicant to achieve the desired coordination and consistency of signage.

The Applicant requests modifications to Section 5-1204(D) of the Zoning Ordinance with respect to: (a) maximum sign area, (b) maximum number of signs, (c) maximum area of any one sign,

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(d) permitted illumination, (e) height, (f) type of background or mounting and (g) type of sign. The specific portions of the sign requirements matrix that are proposed for modification are as follows:

Commercial/Office Signs

- Section 5-1204(D)(3)(c): Entrance Signs
- Section 5-1204(D)(3)(d): Tenant Signs
- Section 5-1204(D)(3)(r): Auto Service Station
- Section 5-1204(D)(3)(v): Child Care Center
- Section 5-1204(D)(3)(bb): Restaurant (freestanding building up to 4,000 sq.ft.)
- Section 5-1204(D)(3)(cc): Restaurant (freestanding building over 4,000 sq.ft.)
- Section 5-1204(D)(3)(ee): Restaurant Drive-Through Menu
- Section 5-1204(D)(3)(ii): Business Signs

Real Estate Signs

- Section 5-1204(D)(6)(c): Commercial For Sale Signs

Miscellaneous Signs

- Section 5-1204(D)(7)(h): Directional Signs, On-Site

The above referenced modification requests are summarized in a table, which is included as part of the Applicant's plans. The plan also includes a chart summarizing the proposed locations, sizes and numbers of signs proposed as part of this ZMOD, as well as examples of each proposed sign.

JUSTIFICATION

The Applicant desires to implement the proposed Comprehensive Sign Plan to allow for a unified theme and coordinated style of signage within the Ashburn Village Shopping Center. As noted above, the public purposes of the sign ordinance are to regulate the number of signs and their sizes in order to minimize visual clutter, reduce sign pollution and prevent signs from being the dominant feature of the landscape. Signs in a planned mixed-use community serve the public purpose by efficiently directing residents and visitors to the amenities and commercial areas of the development, while providing identification for the community and communicating a sense of place. To serve this purpose, signs must be visible to the driving public, properly located to enable them to make turns in a timely fashion and not impede through-traffic as a result of difficulties in reading signs or locating their destination.

The Zoning Ordinance does not offer sufficient flexibility to establish the type of signage needed for the operation and identification of uses and facilities in a large center like Ashburn Village Shopping Center. Accordingly, the Applicant has developed a specific sign package that offers such flexibility of signage. The proposed ZMOD also provides for both permanent and temporary signage. Permanent signage is comprised of community identification and amenities signs (informational signs) and business signs. Temporary signage is primarily limited to construction and real estate signs;

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however some informational signs are also temporary. With few exceptions, all of the proposed signs meet the current standards for individual sign area and height, and all signs will comply with the current setback requirements.

The proposed Comprehensive Sign Plan would put in place a unified plan to control the style, color, materials and locations of all signs for the ZMOD application properties in the Ashburn Village Shopping Center - an important design and aesthetics consideration that is not addressed by the sign regulations of the Zoning Ordinance.

CONCLUSION

For the reasons stated herein, the proposed Comprehensive Sign Plan improves upon and exceeds the public purpose of the existing sign regulations.

PLANNING COMMISSION ISSUES REGARDING
COMPREHENSIVE SIGN PLANS

The following discussion is based on the guidelines adopted by the Planning Commission in March 1999 to assist in the evaluation of Comprehensive Sign Plans

Criterion 1: *Will the number, location and size of signs proposed adequately help people find what they need without difficulty and confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet these criteria?)*

The proposed sign plan will accomplish this objective. The signs are and will be located to adequately help people find the commercial centers and its occupants without difficulty or confusion. Varying letter sizes and styles on the signs are designed to be noticed and read from vehicles to enable the public make turns in a timely manner.

Criterion 2: *Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?*

The proposed signs are internal to the Ashburn Village Shopping Center and the unified style will be an attractive addition to the area.

Criterion 3: *Does the proposed signage treat similar types of signs consistently?*

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The proposed sign plan is a unified and coordinated program that employs a common theme and treats similar types of signs consistently.

- Criterion 4: *Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components of an overall composition of architectural elements?*

The proposed signs are subordinate to the structures and land use functions and reflect the architectural theme of the community elements.

- Criterion 5: *Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?*

The proposed signage emphasizes natural elements indicative of Loudoun County's history and will protect property values.

- Criterion 6: *Does the proposed signage represent a comprehensive sign plan that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc., which reflects unique character of the planned development?*

The proposed sign plan is coordinated and complements the architectural theme of the Ashburn Village community.

- Criterion 7: *Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification?*

Ashburn Village is a large mixed-use community with a variety of commercial employment, residential and public areas that warrant the requested modifications. The proposed sign plan will ensure that all signage subject to the plan will be coordinated and will provide desirable continuity throughout the community.

- Criterion 8: *Is the proposed sign plan in conformance with the policies of the County's Comprehensive Plan?*

The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by: (i) providing attractive, coordinated and unified signage that enhances the community; and (ii) promoting safe and efficient movement and direction of vehicular and pedestrian traffic.

MATTERS FOR CONSIDERATION

1993 ZONING ORDINANCE SECTION 6-1211(E)

- Matter 1. *Whether the proposed zoning district classification is consistent with Comprehensive Plan.*
- The Property is subject to the Revised General Plan's Suburban Policy Area land use recommendations. In particular, the Property is designated as Residential.
- Matter 2. *Whether there are any changed or changing conditions in the area affected that make the proposed rezoning appropriate.*
- It is important for Ashburn Village Shopping Center to implement a unified signage system to identify the commercial uses and to direct visitors to the uses.
- Matter 3. *Whether the range of uses in the proposed zoning district classification are compatible with the uses permitted on other property in the immediate area.*
- The proposed signs will be unique to the Ashburn Village Shopping Center and will not adversely impact adjacent uses.
- Matter 4. *Whether adequate utility, sewer and water, transportation, school and other facilities exist or can be provided to serve the uses that would be permitted on the property if it were rezoned.*
- Not applicable to this application.
- Matter 5. *The effect of the proposed rezoning on the County's ground water supply.*
- Not applicable to this application.
- Matter 6. *The effect of uses allowed by the proposed rezoning on the structural capacity of the soils.*
- Not applicable to this application.
- Matter 7. *The impact that the uses that would be permitted if the property were rezoned will have upon the volume of vehicular and pedestrian traffic safety in the vicinity and whether the proposed rezoning uses sufficient measures to mitigate the impact of through construction traffic on existing neighborhoods and school areas.*
- The proposed signs will be designed to located to effectively and efficiently guide vehicular traffic and pedestrians to their intended destinations. The directional signage will facilitate the safe movement of all traffic.
- Matter 8. *Whether a reasonably viable economic use of the subject property exists under the current zoning.*

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Not applicable to this application.

- Matter 9. *The effect of the proposed rezoning on the environment or natural features, wildlife habitat, vegetation, water quality and air quality.*

Not applicable to this application.

- Matter 10. *Whether the proposed rezoning encourages economic development activities in areas designated by the Comprehensive Plan and provides desirable employment and enlarges the tax base.*

The proposed signs will add to the attractiveness of the Ashburn Village Shopping Center and will enhance its economic activities and viability.

- Matter 11. *Whether the proposed rezoning considers the needs of agriculture, industry and businesses in future growth.*

Not applicable to this application.

- Matter 12. *Whether the proposed rezoning considers the current and future requirements of the community as to land for various purposes as determined by population and economic studies.*

Not applicable to this application.

- Matter 13. *Whether the proposed rezoning encourages the conservation of properties and their values and the encouragement of the most appropriate use of land throughout the County.*

Not applicable to this application.

- Matter 14. *Whether the proposed rezoning considers trends of growth or changes, employment, and economic factors, the need for housing, probable future economic and population growth of the County, and the capacity of existing and/or planned public facilities and infrastructure.*

Not applicable to this application.

- Matter 15. *The effect of the proposed rezoning to provide moderate housing by enhancing opportunities for all qualified residents of Loudoun County.*

Not applicable to this application.

- Matter 16. *The effect of the rezoning on natural, scenic, archaeological, or historic features of significant importance.*

Not applicable to this application

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SIGN TYPE	PROPOSED SIGN TYPE	1993 LOUDOUN COUNTY ZONING ORDINANCE	PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS	LOCATION
Commercial / Office Signs	PD-CC-CC	- 1 sign per vehicular entrance; maximum of 3 signs	- 1 primary identification sign per main vehicular entrance, max. 2 signs	Village Shopping Center entry at Ashburn Village Boulevard,
Section 5-1204(D)(3)(c): Entrance Signs	Planned Development Commercial Center and Community Center-Entrance Signs	- 30 SF max. area of any one sign (with 1.5 bonus multiplier)	- 150 SF max. aggregate area of any one sign (maximum of 75 SF per face)	Village Shopping Center entry at Gloucester
	**Exhibit 1A	- 45 SF max. area of background structure (with 1.5 bonus multiplier)	- 400 SF max. aggregate area of background structure (max 200 SF per side)	
	Primary Identification Signage	- 8 ft. max. height of background structure	- 13 ft. max. height of background structure	
	**Exhibit 1B	- Backlight or White Light	- Internally or externally illuminated	
	Secondary Identification Signage	- 10 FT min. setback from R.O.W.	- 10 FT min. setback from R.O.W.	
		- Bonus Multiplier Note #1: Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side must be maintained.	- 1 secondary identification sign per vehicular entrance, max. 3 signs	- One at each of the three Ashburn Village Shopping Center entries along Christiana Drive Parkway
			- 35 SF max. aggregate area of any one sign (17.5 SF maximum per face)	
			- 50 SF max. area of background structure (25 SF maximum per side)	
			- 6 ft. max. height of background structure	
			- Internally or externally illuminated	
			- 10 FT min. setback from R.O.W.	

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SIGN TYPE	PROPOSED SIGN TYPE	1993 LOUDOUN COUNTY ZONING ORDINANCE	PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS	LOCATION
Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC Planned Development Commercial Center - Community Center- Tenant **Exhibit 2A Anchor Tenant (over 20,000 SF)	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - 250 SF total aggregate sign area - Max. 6 signs; including maximum of 2 signs for sub-tenant stores. - Max. 150 aggregate SF for largest single anchor sign; max. 30 SF per product line and sub-tenant sign. - Internally or externally illuminated - Building mounted - Roofline max. height 	Located along face of existing Giant Grocery building in Ashburn Village Shopping Center
Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC Planned Development Commercial Center –Community Center Tenant In-line Tenant **Exhibit 2B	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - 100 SF total aggregate sign area - Maximum 2 signs per tenant - 60 SF maximum any one sign - Internally or externally illuminated - Building mounted - Roofline maximum height 	Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant For “Endcap” Tenants **Exhibit 2C	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - 100 SF total aggregate sign area - Maximum 3 signs per tenant - 60 SF max. area for any one sign - Internally or externally illuminated - Building mounted - Roofline max. height 	Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive
Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant Under Canopy signs for anchor, endcap and In-Line Tenants **Exhibit 2D	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - Max. 1 sign per tenant - 16 SF aggregate area of any one sign - Non-illuminated - Building mounted 	Located on inline tenant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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SIGN TYPE	PROPOSED SIGN TYPE	1993 LOUDOUN COUNTY ZONING ORDINANCE	PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS	LOCATION
Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant For tenants on second floors **Exhibit 2E	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - Maximum 1 sign per tenant - 20 SF max. area per tenant - Max 4 signs per building face; maximum 6 signs overall per building including type 2F signs - Externally or internally illuminated - Building mounted - Roofline max. height 	Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive
Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant For buildings that have second floor tenants **Exhibit 2F	<ul style="list-style-type: none"> - 2 SF per linear foot of storefront, not to exceed 60 SF - 1 sign per façade: maximum of 3 signs - 60 SF max. area of any one sign - Backlight or white light - Building Mounted - Roofline max. height 	<ul style="list-style-type: none"> - 90 SF total aggregate sign area for buildings with second floor tenants - Maximum 2 signs per buildings with second floor tenants - 45 SF max. area for any one sign - Externally or internally illuminated - Building mounted - Roofline max. height 	Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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SIGN TYPE	PROPOSED SIGN TYPE	1993 LOUDOUN COUNTY ZONING ORDINANCE	PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS	LOCATION
Commercial / Office Signs Section 5-1204(D)(3)(bb): Restaurant (freestanding building up to 4,000 sq. ft.)	Restaurant- ** Exhibit 3A	<ul style="list-style-type: none"> - 60 SF total aggregate sign area - Max. 3 signs - Freestanding and building mounted - 20 SF max. area of any one building mounted sign; 30 SF max. area of any one freestanding sign (with 1.5 multiplier) - 45 SF maximum area of background structure (with 1.5 multiplier) - Backlight - 10 FT min. setback from R.O.W. - 15 FT max. height for freestanding sign; Roofline max height for building mounted signs. 	<ul style="list-style-type: none"> - Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs - 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign - 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side) - Internally or externally illuminated - 10FT min. setback from R.O.W. - 7 FT max. height for freestanding sign; Roofline max height for building mounted signs 	Located on/at freestanding restaurant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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SIGN TYPE	PROPOSED SIGN TYPE	1993 LOUDOUN COUNTY ZONING ORDINANCE	PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS	LOCATION
Commercial / Office Signs Section 5-1204(D)(3)(cc): Restaurant (freestanding building over 4,000 sq. ft.)	Restaurant **Exhibit 3A	<ul style="list-style-type: none"> - 120 SF total aggregate sign area - Max. 3 signs - Freestanding or building mounted - 30 SF max. area of any one sign (with 1.5 multiplier); 60 SF max. area of any one building mounted sign - 45 SF maximum area of background structure (with 1.5 multiplier) - Backlight - 10 Ft. Min setback from R.O.W. - 15 FT max. height for freestanding sign; Roofline max height for building mounted signs. 	<ul style="list-style-type: none"> - Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs - 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign - 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side) - Internally or externally illuminated - 10FT min. setback from R.O.W. - 7 FT max. height for freestanding sign; Roofline max height for building mounted signs. 	Located on/at freestanding restaurant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive
Section 5-1204(D)(3)(ee): Restaurant Drive-Through Menu	Drive-Through Menu ** Exhibit 3B	<ul style="list-style-type: none"> - 30 SF total aggregate sign area - Max 2 signs - 20 SF max. area of any one sign; - 30 SF maximum area for any one ground-mounted sign (with 1.5 multiplier) - Freestanding or building mounted - 5 FT max. height 	<ul style="list-style-type: none"> - 150 SF total aggregate sign area - Max. 2 signs per restaurant with drive-through; 75 SF max area per sign. - Freestanding or building mounted - 8 FT max. height 	Located on/around freestanding restaurant buildings with a drive-through in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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Commercial / Office Signs Section 5-1204(D)(3)(d): Tenant Signs	PD-CC-CC- Planned Development – Commercial Center – Community Center-Tenant **Exhibit 4A Freestanding Building – Single Tenant	<ul style="list-style-type: none"> - 2 SF/Linear Feet of storefront, not to exceed 60 - 1 sign per façade, maximum of 3 signs - 60 SF max. area of any one sign - Backlight or White Light - Building mounted - Roofline max. height 	<ul style="list-style-type: none"> - Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs - 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign - 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side) - Internally or externally illuminated - 10FT min. setback from R.O.W. - 7 FT max. height for freestanding sign; Roofline max height for building mounted signs 	Located around free-standing buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive
Commercial / Office Signs Section 5-1204(D)(3)(v): Child Care Center	Child Care Center **Exhibit 5A	<ul style="list-style-type: none"> - 20 SF total aggregate sign area - Max. 2 signs - 10 SF max. area of any one sign - Backlight - 5 FT Setback from R.O.W. - Freestanding and building mounted - 8 FT max. height for freestanding sign; Roofline max. height for building mounted 	<ul style="list-style-type: none"> - Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs - 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign - 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side) - Internally or externally illuminated - 10FT min. setback from R.O.W. - 7 FT max. height for freestanding sign; Roofline max height for building mounted signs 	Located around free-standing Child Care Center in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

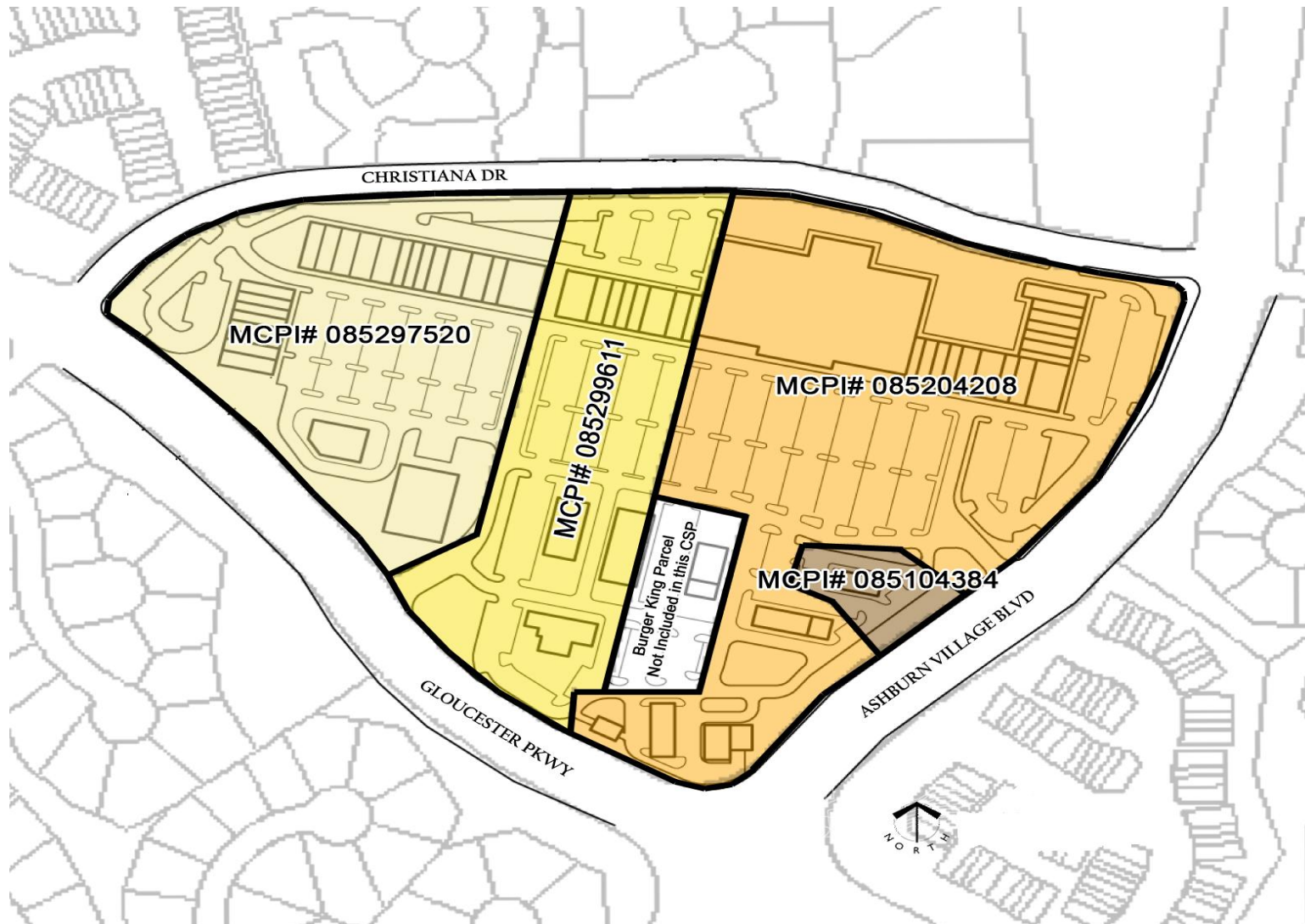
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Commercial / Office Signs Section 5-1204(D)(3)(r): Auto Service Station	Auto Service Station (including convenience store, car wash & repair) EXCLUDES FEDERALLY MANDATED GASOLINE PRICE POSTING **Exhibit 6A	<ul style="list-style-type: none"> - 60 SF total aggregate sign area - Max. 6 signs - Freestanding and building mounted - 20 SF max area of any one sign; 30 SF max area of any one ground mounted sign (with 1.5 multiplier) - 45 SF max area of any ground-mounted background structure (with 1.5 multiplier) - 15 FT. max. height for freestanding sign; Roofline max. height for building mounted sign 	<ul style="list-style-type: none"> - Max. 7 signs consisting of max. 1 freestanding sign and max. 6 building mounted signs - 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign - 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side) - Internally or externally illuminated - 10FT min. setback from R.O.W. - 7 FT max. height for freestanding sign; Roofline max height for building mounted signs 	Located around free-standing Auto Service Station in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive
Miscellaneous Signs Section 5-1204(D)(7)(h): Directional Signs, On-Site	PD-H- Community Directional Signs- **Exhibit 7B	<ul style="list-style-type: none"> - 4 SF max. area of any one sign - Backlight or White Light - 5 FT min. setback from R.O.W. - Freestanding - 3 FT max. height - Locate only at change of direction - Shall contain no advertising 	<ul style="list-style-type: none"> - 16 SF total aggregate area per sign - Max. 64 SF total sign area per freestanding business - Maximum of 4 Signs per tenant - Internally illuminated or non-illuminated - 10 FT min. setback from R.O.W. - Freestanding - 4 FT Max. Height 	Located around free-standing buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive.

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Real Estate Signs Section 5-1204(D)(6)(c): Commercial For Sale Signs	Real Estate - Commercial For Sale (For Lease) Sign- Retail or Office **Exhibit 8A	<ul style="list-style-type: none"> - 1 sign upon any lot of less than 10 acres; 2 signs upon any lot in excess of 10 acres - 20 SF max. area of any one sign - Non-illuminated - 5 FT min. setback from R.O.W. - Freestanding - 6 FT max. height 	<ul style="list-style-type: none"> - No more than two signs for each in line tenant building and no more than one sign for each free standing building. Maximum of 6 signs at any one time. - 75 SF max. area of any one sign - Non-illuminated - 5 FT min. setback from R.O.W. - Freestanding - 8 1/2 FT max. height - Maximum 3 signs along any single public right-of-way frontage at any time 	Located within Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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Parcel Identification and Boundary Graphic

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***** Potential locations for 3A, 3B, 4A, 5A, 6A and 7B, as applicable depending upon use occupying freestanding building as single tenant

Comprehensive Sign Location Plan

ZMOD 2008-0010
ASHBURN VILLAGE
SHOPPING CENTER
Introduction

Ashburn Village is one of the largest planned unit communities of Northern Virginia. There are over 5,000 residential units along with approximately 2.5 million square feet of planned commercial and office space and 240,000 square feet of retail space in Ashburn Village Center. The community also includes a 32,130 square feet sports pavilion with indoor and outdoor Olympic-sized pools and fitness facility. Outdoor recreational amenities include 12 miles of jogging and biking trails, ball and soccer fields and over 500 acres of open space with six lakes and ponds that are stocked annually for fishing.

This proposed Comprehensive Sign Plan is intended to address both temporary and permanent signage of Ashburn Village Shopping Center.

A well-developed sign system is an integral part of any successful development. Signs are a necessary means of visual communication for public convenience and are most effective when organized in a comprehensive system. The purpose of a sign system is to orient, inform, direct and regulate pedestrian and vehicular traffic. A properly conceived sign system also reflects the owner's concern and sense of

responsibility for public safety and enhances the image and use of the development.

There are several criteria that must be addressed when creating an effective and quality sign system. The sign system is designed to achieve a consistent display of information throughout the development through typography, color, materials and general form; the size however may vary for specific purposes. The elements of this system are contextual to the architecture and landscape features of Ashburn Village. All design details have been coordinated with the project's architects and landscape architects to assure a harmonious and well-integrated signage program. Sign design standards are set within this document in a manner to describe the standards, and to maintain flexibility to respond to these needs.

The pages following in this manual provide illustrations, details, locations and types of messages for each sign on the site. These guidelines assure consistent display of information in its entirety. The end result is a comprehensive sign program that will establish identity, convey information, reduce complicated messages to simple instructions, direct vehicular traffic and facilitate access to the site facilities.

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SHOPPING CENTER
Introduction

1. The signs within Ashburn Village Shopping Center shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. The materials for each sign shall be limited to those listed specifically for each sign.

2. Sign permits, under this Comprehensive Sign Plan, shall be obtained as required by the Zoning Ordinance.

3. Signs other than Real Estate and temporary signs may be illuminated. Lighting may be by internal or external illumination including ground mounted up lights and sign mounted down lights. No neon lighting shall be permitted. Lighting of signs shall not be blinding, fluctuating or moving.

4. All signs shall comply with all applicable requirements of the building codes. No sign shall obstruct required sight distances and sight triangles.

5. Notwithstanding the number of signs shown in this Comprehensive Sign Plan manual, the applicant shall have no obligation to construct every sign shown.

6. Tenant names used in the sign graphics are not exclusive and may be replaced by other tenant names that comply with the sign guidelines and descriptions. Where there is a conflict between the written text and what is shown on the illustration, the written text shall govern.

7. Any future changes to the MCPI numbers, provided as of April 22, 2008

will not prohibit the enclosed signs from being erected.

8. No sign shall be located within the right-of-way. No two ground mounted signs shall be within 10' of each other.

9. Maintenance and care of the landscaping on all entrance and ground-mounted signs shall be the responsibility of the property owner on which the sign is located.

10. Signs not included or addressed in this Comprehensive Sign Plan, but otherwise permitted by the Zoning Ordinance, as it exists from time to time, shall be permitted in accordance with the standards of the then current Zoning Ordinance. Such signs shall also use materials and color palettes in substantial conformance with materials and colors used in this Comprehensive Sign Plan.

11. The maximum possible number of Sign Types 1A, 1B and 8A are fixed under this Sign Plan. The maximum possible number of each of the other Sign Types will vary from time to time, depending upon many factors, including building locations and configuration, number of tenants, and types of use. The Location Plan on page 20 is an illustrative plan based on the current layout of the Shopping Center. To the extent the Shopping Center layout is revised from time to time, the approved Sign Types will be applied to that revised Shopping Center layout.

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SHOPPING CENTER

General Specifications for Signs

Materials for Permanent Signs: Stone, cultured stone, marble, EIFS trim, pre-cast concrete, masonry; sign foam (e.g., Fypon), Plexiglass, metal, wood, exterior industrial grade sign paints and finishes and similar materials.

Materials for Temporary Signs: MDO plywood, metal, pressure treated lumber, Sentra (extruded PVC), aluminum panels, metal posts and exterior industrial grade sign paints.

Colors: Color varies upon location and use

Illumination: Shielded lighting allowed on entrance signs and other ground-mounted signs. Building-mounted signs may be illuminated internally or externally. Except for ground-mounted lights, all lighting shall be shielded, cut-off and directed downward. All lighting shall be installed to protect the night sky and prevent light pollution, including sky-glow, nuisance and hazardous glare and light trespass onto adjoining properties. Lighted signs shall not be blinding, fluctuating or moving. Signs with exposed neon tubing or exposed lamps or any exposed sign illumination or illuminated sign cabinet or modules or “ox” signs of the flashing, rotating, moving, blinking or animating type are not permitted. Entrance signs may be internally or externally illuminated, but they may not reflect of cast glare, directly or indirectly, on any public roadway or adjacent property. At time of permit application, lighting details shall be submitted as reasonably necessary to show compliance with these illumination criteria.

Type: Ground mounted, pole mounted, freestanding, and building mounted.

Landscaping: A landscape base shall be provided adjacent to all permanent ground mounted business identification signs. The landscape base shall incorporate a layered landscape treatment that frames and provides a visual base for ground-mounted project identification signs and includes at a minimum any combination of shrubs, perennials, grasses and groundcovers. Native species shall be utilized to the maximum extent possible.

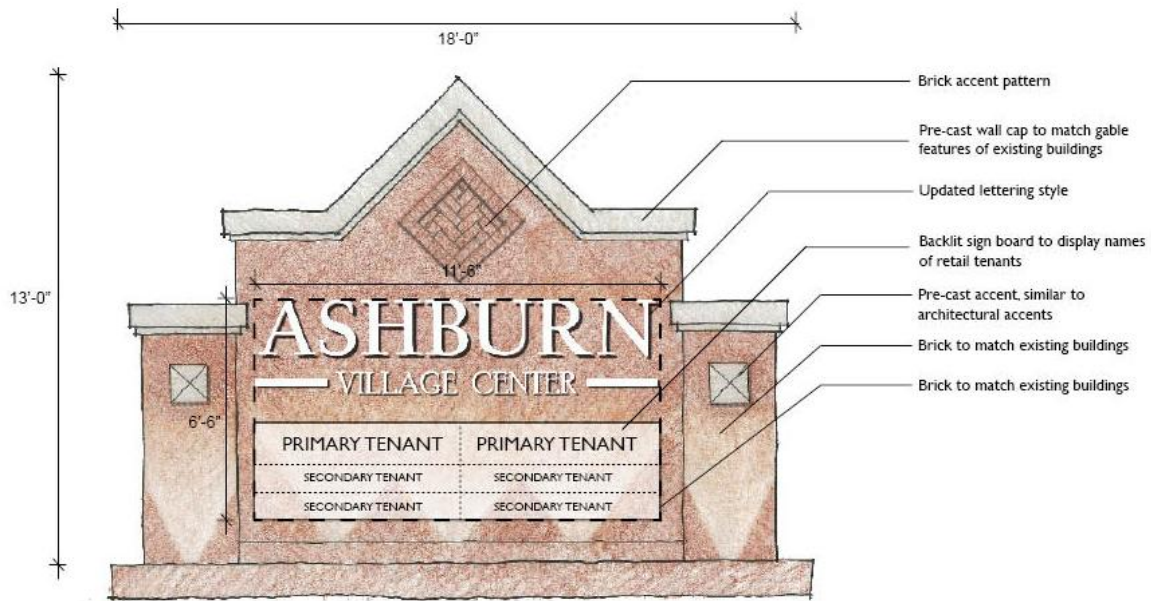
Locations: Please refer to the Sign Location Maps following this page and each Tab Section in this exhibit.

Ashburn Village

Shopping Center

A. Commercial / Office Signs

ZMOD 2008-0010
ASHBURN VILLAGE
SHOPPING CENTER



A. Exhibit 1A – Planned Development- Entrance Signs

Primary Identification Signage

GUIDELINES:

Ground Mounted Development Sign

Maximum of 2 signs

Maximum size of sign area=150 aggregate sq. ft. per sign (maximum of 75 sq. ft. per face)

Maximum size of background area= 400 aggregate sq. ft. per sign background structure (maximum of 200 sq.ft. per side)

Maximum Wall Height from Ground 13'-0"

Graphics on two (2) sides

Ground mounted lighting pointed directly onto the sign

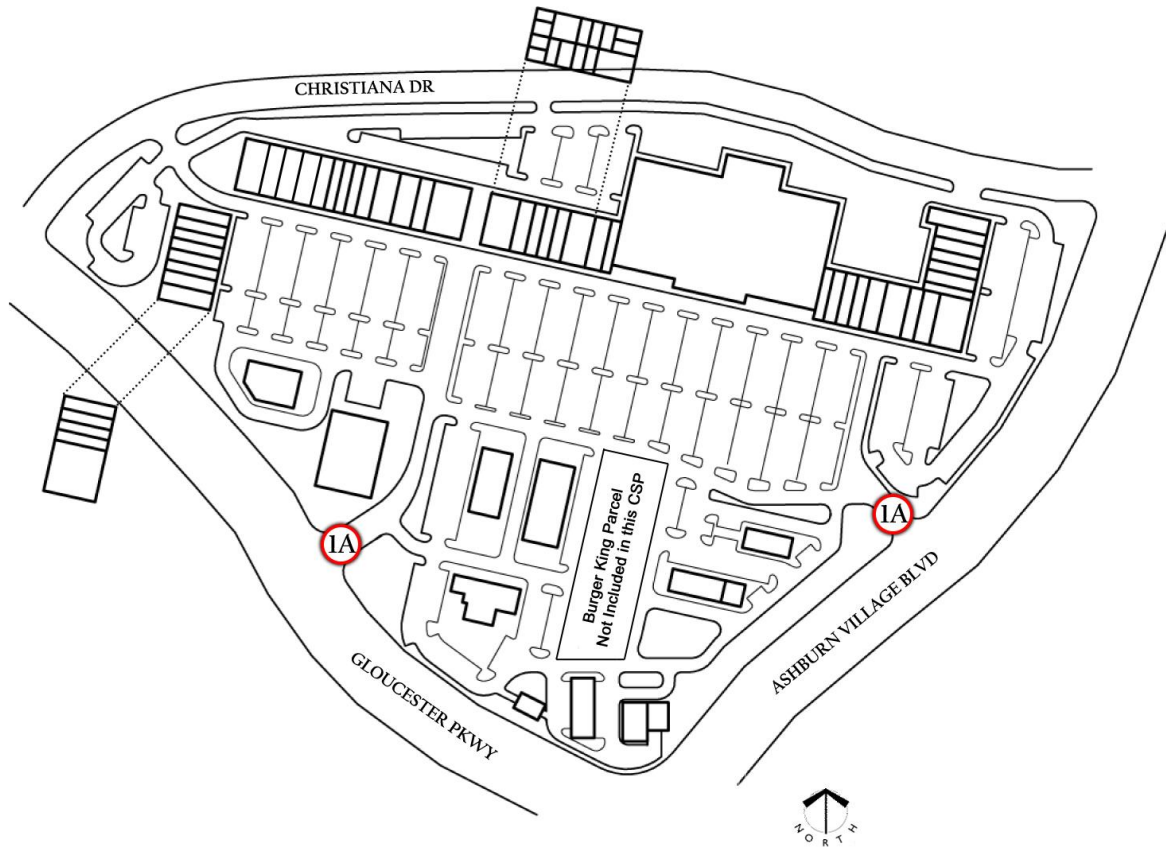
DESCRIPTION:

Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

INSTALLATION:

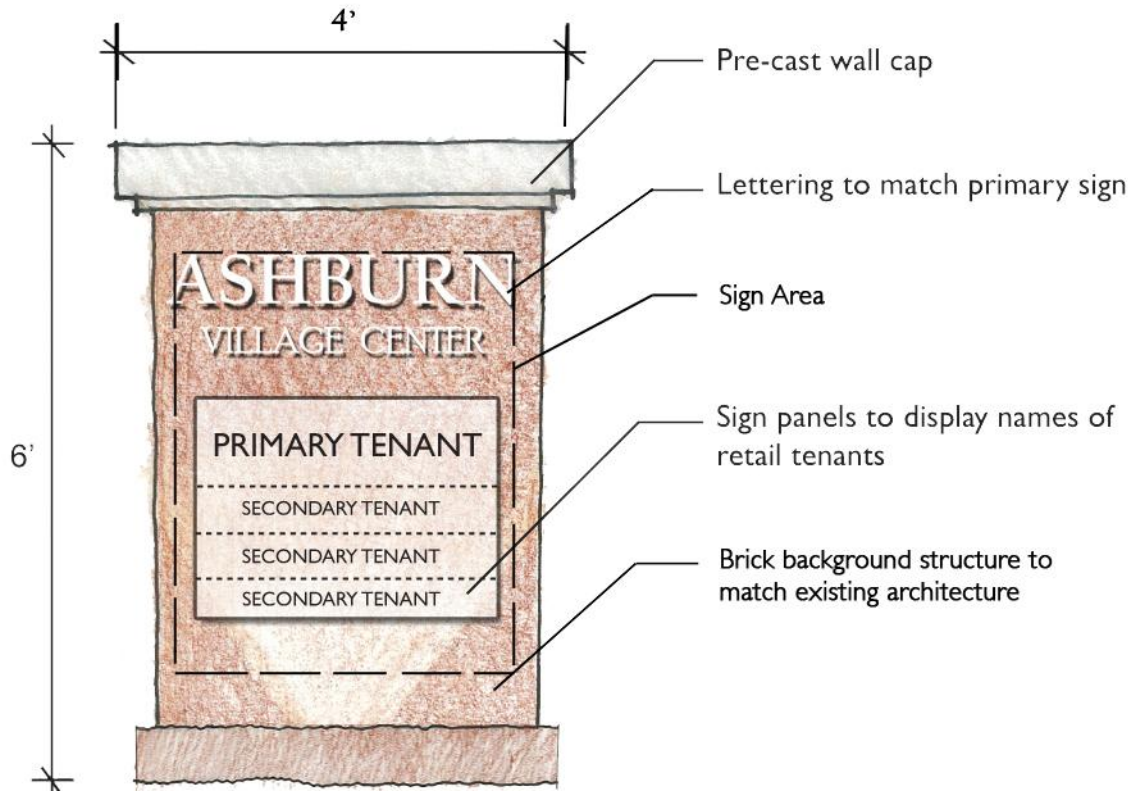
Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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ASHBURN VILLAGE
SHOPPING CENTER**



1. **Exhibit 1A – Planned Development- Entrance Signs (continued)**
Primary Identification Signage

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ASHBURN VILLAGE
SHOPPING CENTER**



1. Exhibit 1B – Planned Development- Entrance Signs

Secondary Identification Signage

GUIDELINES:

Maximum of 3 signs

Maximum size of sign area= 35 aggregate sq. ft. per sign (maximum of 17.5 sq. ft. per face)

Maximum size of background area=50 aggregate sq. ft. per sign (maximum of 25 sq ft. per side)

Maximum Background Height from Ground 6'-0"

Graphics on two (2) sides

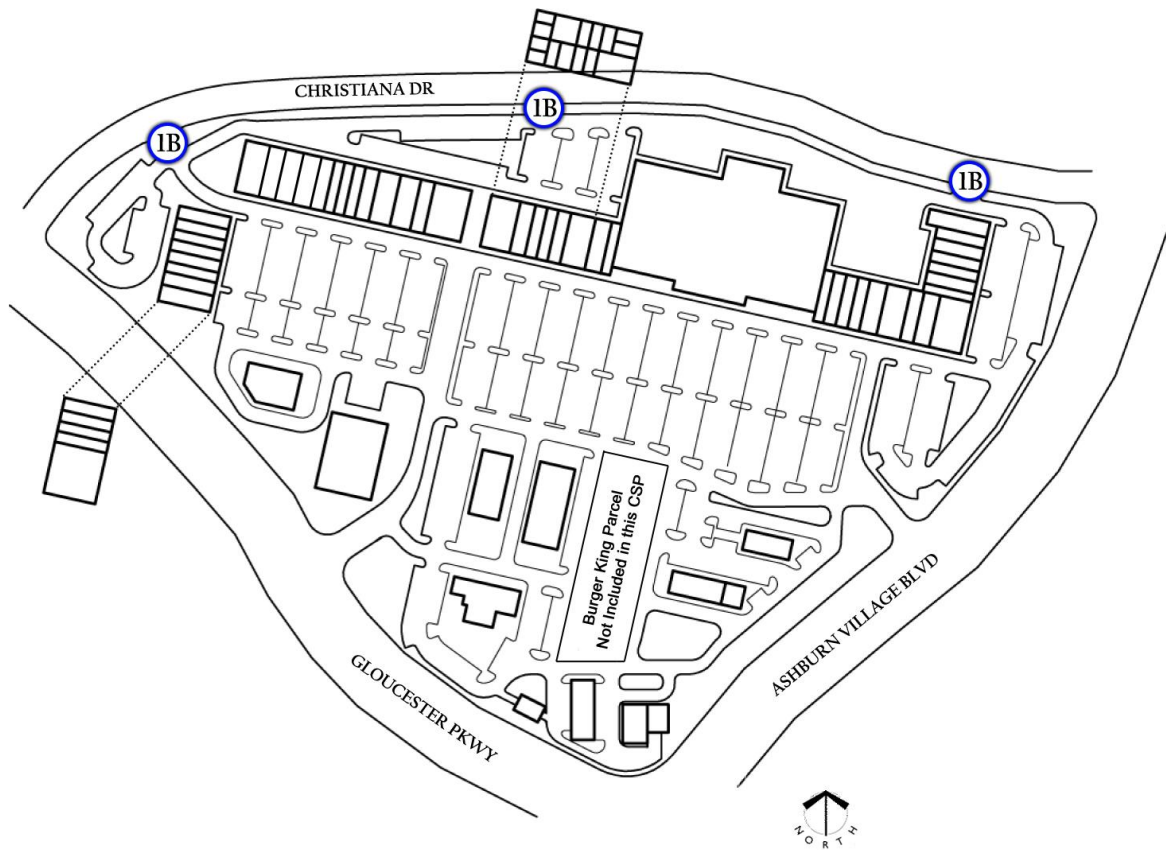
DESCRIPTION:

Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

INSTALLATION:

Signs to be internally or externally illuminated and comply with all local, state and federal regulations.

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SHOPPING CENTER**



1. **Exhibit 1B – Ashburn Village Shopping Center (continued)**
Secondary Identification Signage

**ZMOD 2008-0010
ASHBURN VILLAGE
SHOPPING CENTER**



2. Exhibit 2A- Planned Development- Tenant

Anchor Tenant (over 20,000 SF)

GUIDELINES:

Building Mounted Tenant Sign

Maximum of 6 signs; including maximum of 2 signs for sub-tenant stores

Maximum size of sign area= 150 aggregate sq. ft. for largest single anchor sign; Maximum 30 square feet per product line sign; Maximum 250 square feet for all signs combined.

Sub-tenants that do not have a dedicated exterior entrance along the Anchor storefront are allowed one (1) exterior façade sign each. Maximum of 30 sq. ft per sub-tenant sign.

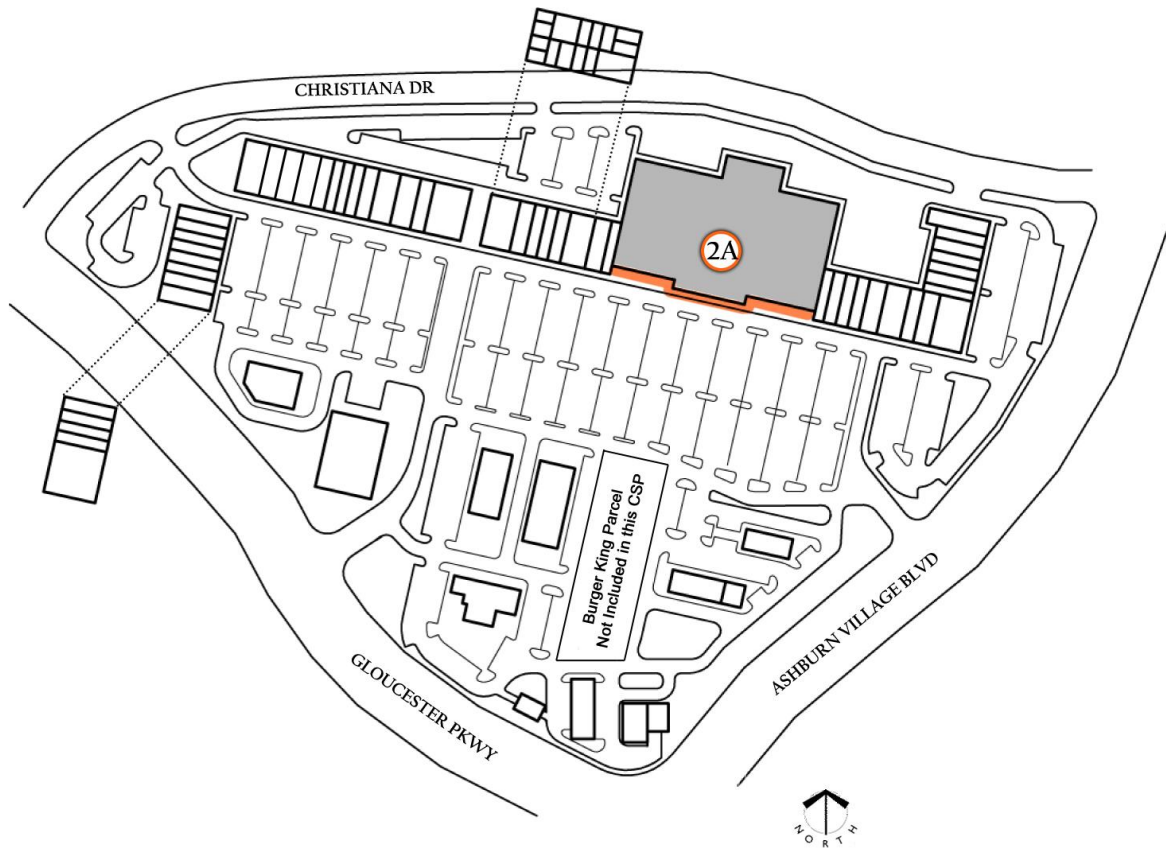
DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, sign foam, EIFS or other synthetic materials.

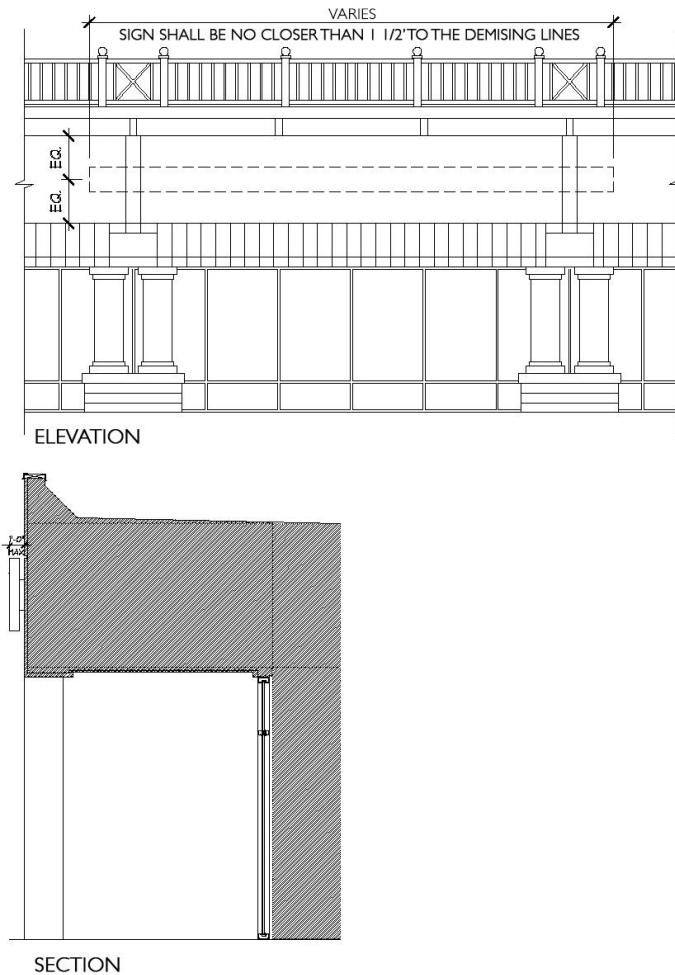
INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

* ALL DIMENSIONS ARE ILLUSTRATIVE



2. **Exhibit 2A- Planned Development- Tenant (continued)**
Anchor Tenant (over 20,000 SF)



2. Exhibit 2B- Planned Development- Tenant

In Line Tenants

GUIDELINES

Maximum 60 square feet for largest single sign; maximum 100 square feet of sign area per tenant;
Maximum 2 signs per tenant

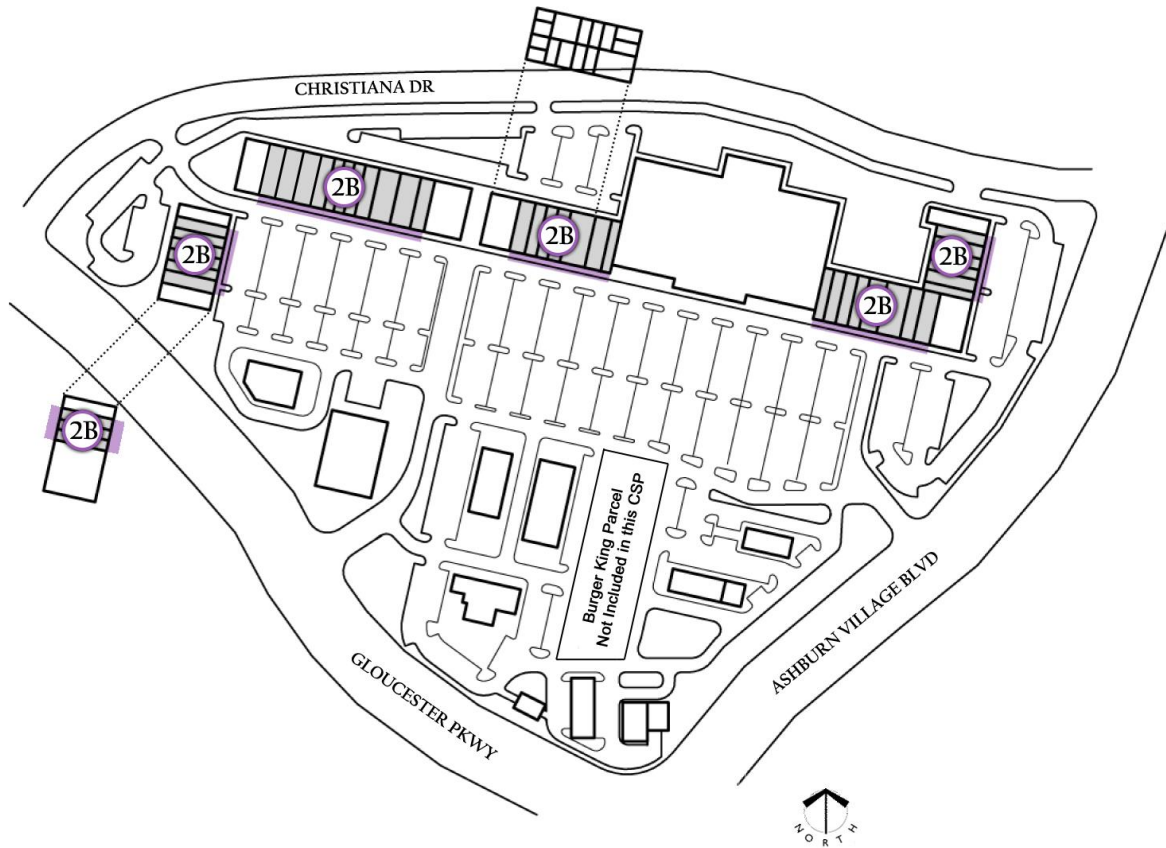
DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

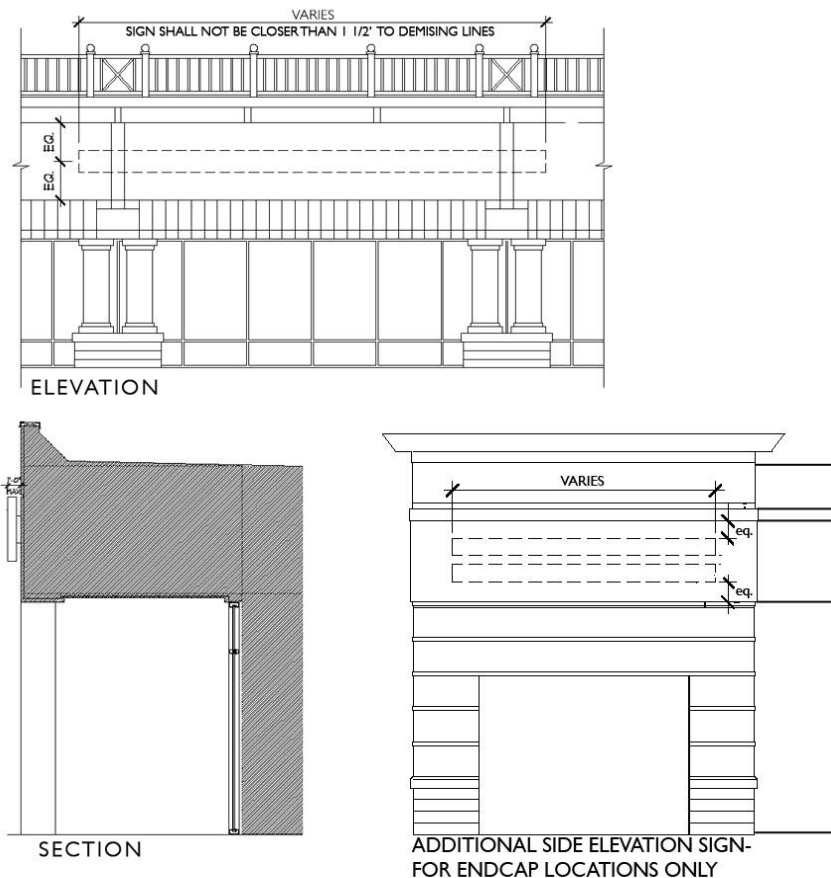
INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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SHOPPING CENTER**



2. **Exhibit 2B- Planned Development- Tenant (continued)**
In Line Tenants



2. Exhibit 2C- Planned Development- Tenant

“Endcap” tenants

GUIDELINES

Maximum 60 square feet for largest single sign; maximum 100 square feet of sign area per tenant

Maximum 3 signs per “endcap” tenant

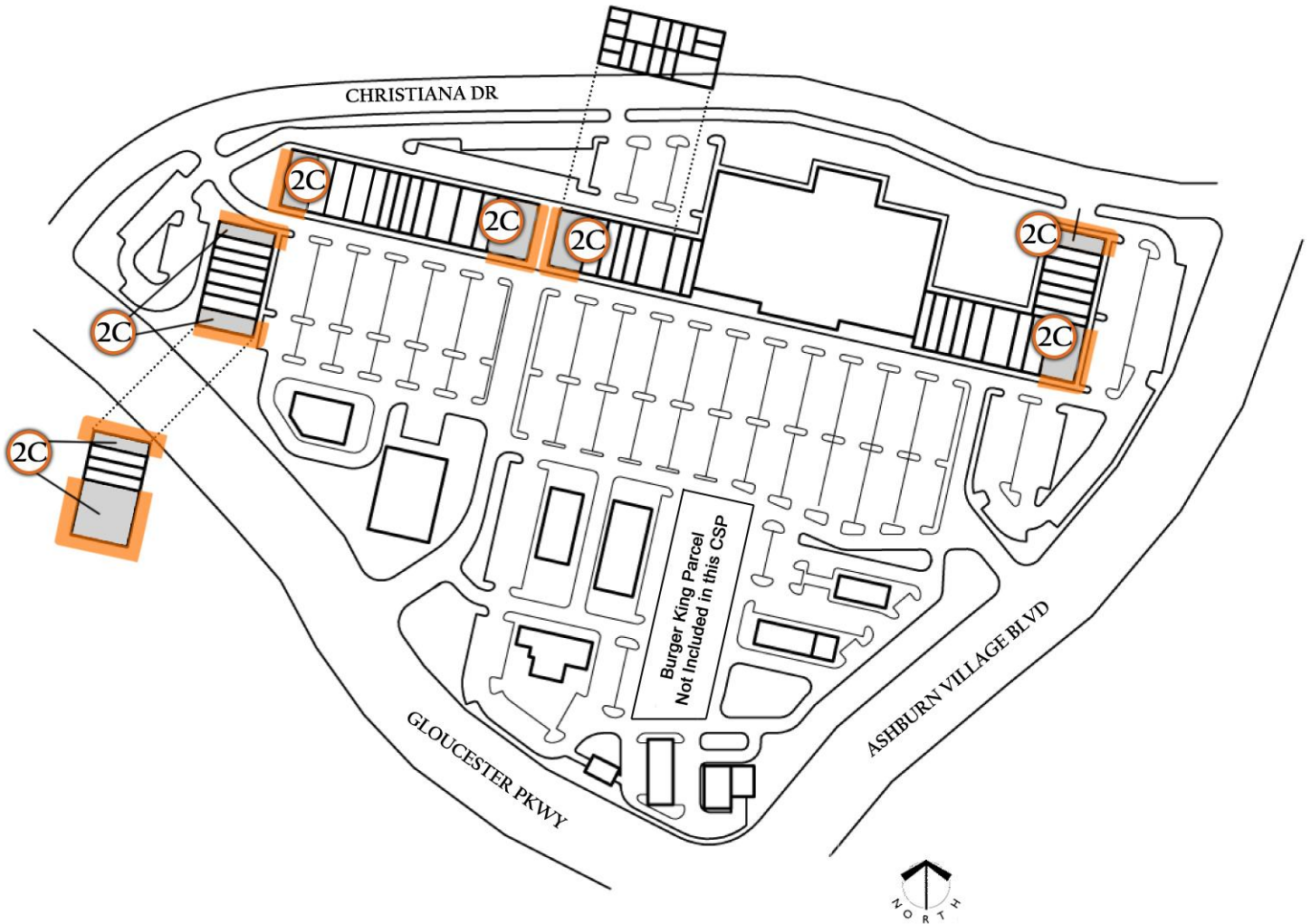
DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

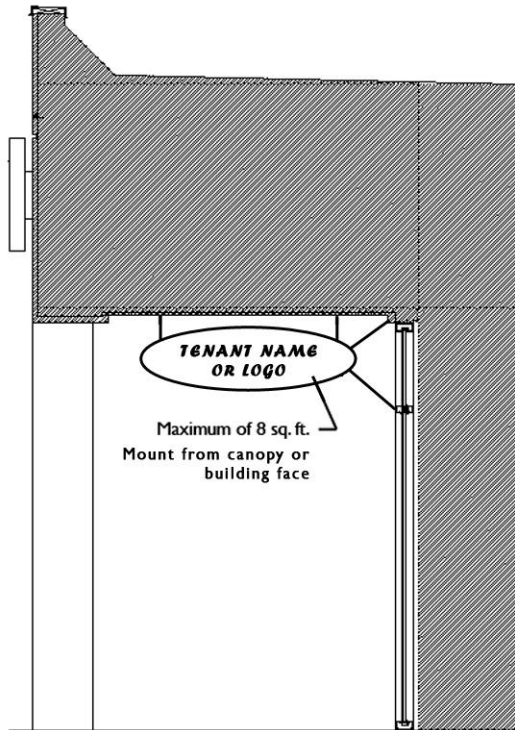
INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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SHOPPING CENTER**



2. **Exhibit 2C- Planned Development- Tenant (continued)**
“Endcap” tenants



2. Exhibit 2D – Planned Development- Tenant

Under canopy signs for anchor, encaps and in-line tenants

GUIDELINES

Maximum 1 sign per tenant

Maximum size of sign area= 16 aggregate sq. ft per sign

Graphics on two (2) sides

DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Non-Illuminated.



2. **Exhibit 2D – Planned Development- Tenant (continued)**
Under canopy signs for anchor, in-line and endcap tenants

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SHOPPING CENTER



2. Exhibit 2E- Planned Development- Tenant

For 2nd floor tenants.

GUIDELINES

Maximum 20 aggregate square feet for each sign

Maximum 1 sign per tenant

Maximum 4 signs per building face; maximum 6 signs overall per building, including Type 2F signs

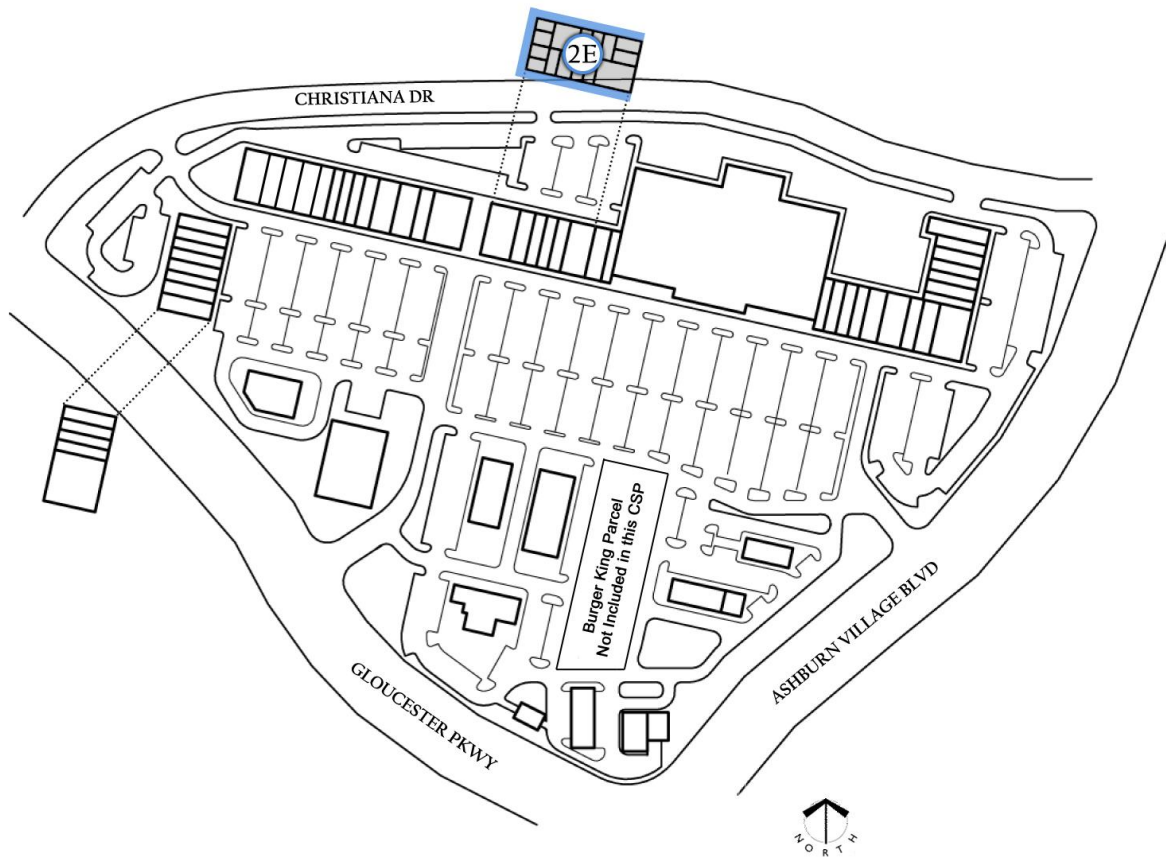
DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Sign to be externally illuminated and comply with all local, state and federal regulations

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2. Exhibit 2E- Planned Development- Tenant (continued)

2nd floor tenants



**2. Exhibit 2F – Tenant Building Identification Sign-
2nd floor tenants.**

GUIDELINES

Maximum 45 aggregate square feet per sign

Maximum 2 signs per buildings with second story tenants

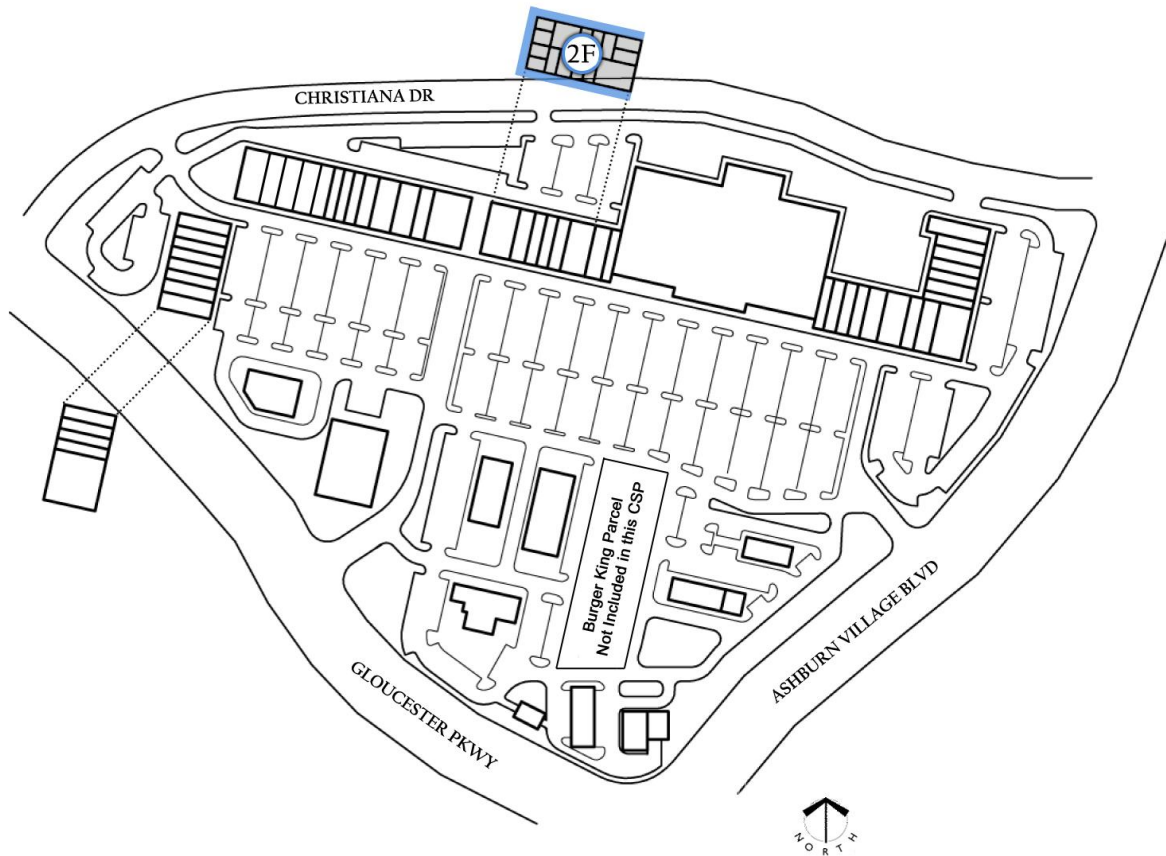
DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

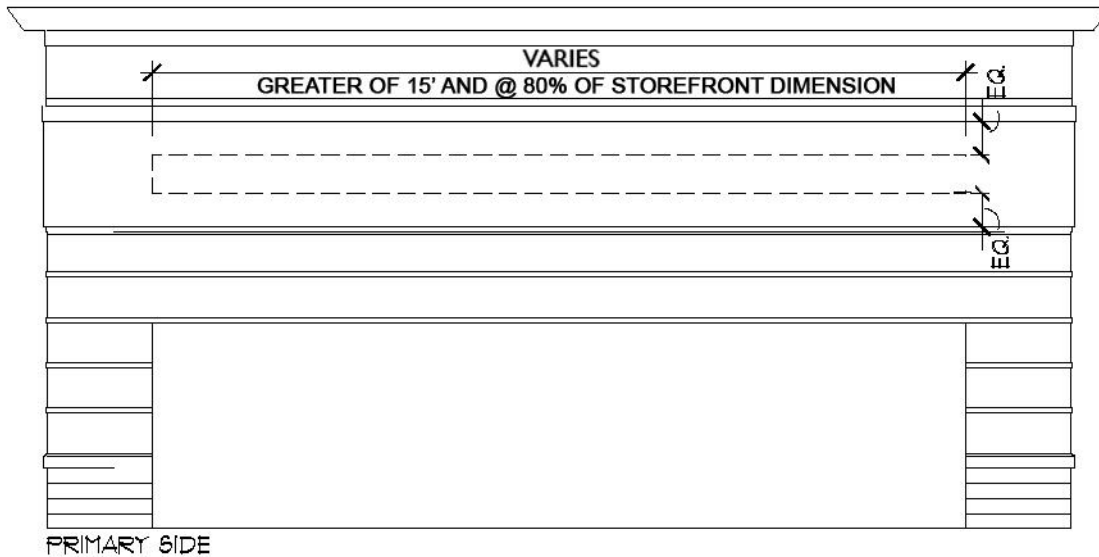
INSTALLATION:

Sign to be externally or internally illuminated and comply with all local, state and federal regulations.

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SHOPPING CENTER**



2. Exhibit 2F – Tenant Building Identification Sign (continued)



3. Exhibit 3A – Restaurant

Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and no more than 1 freestanding sign per tenant.

BUILDING MOUNTED SIGNS

GUIDELINES

Maximum 60 square feet for largest single building mounted sign; Maximum 100 square feet of building mounted sign area per tenant

DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



3. Exhibit 3A – Restaurant

Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and no more than 1 freestanding sign per tenant.

FREESTANDING SIGN

GUIDELINES:

Maximum 1 freestanding sign per restaurant

Maximum size of sign area= 100 aggregate sq. ft (50 sq ft. per face)

150 sq. ft. maximum area of background (75 sq ft. max per side)

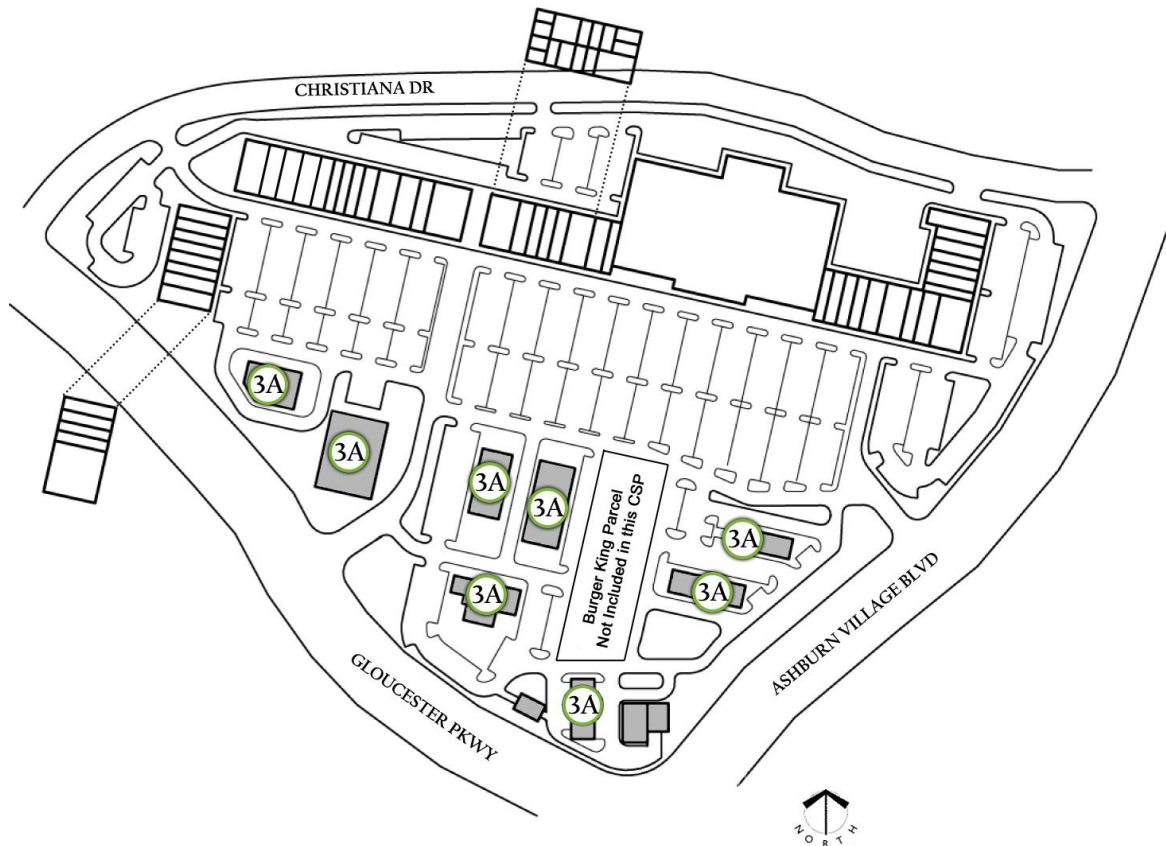
Overall Dimensions: 15' maximum width,

7' maximum height.

Graphics on two (2) sides

DESCRIPTION: Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

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SHOPPING CENTER**



3. Exhibit 3A – Restaurant (continued)

Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area



3. Exhibit 3B – Restaurant- Drive-Through Menu

GUIDELINES:

Maximum of 2 signs per Restaurant with Drive-Through

Maximum size of sign area= 150 aggregate sq. ft.; 75 sq. ft. maximum per sign

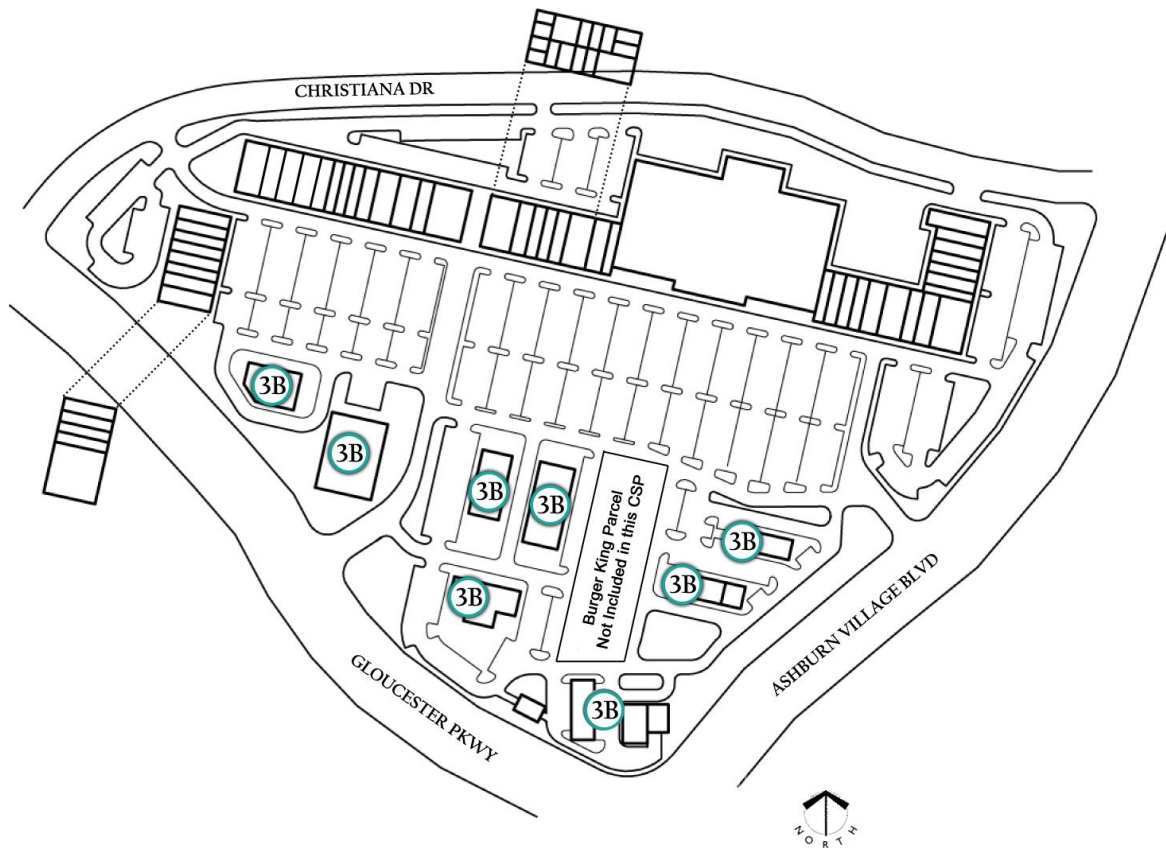
Overall Dimensions: 10' maximum width,

8' maximum height.

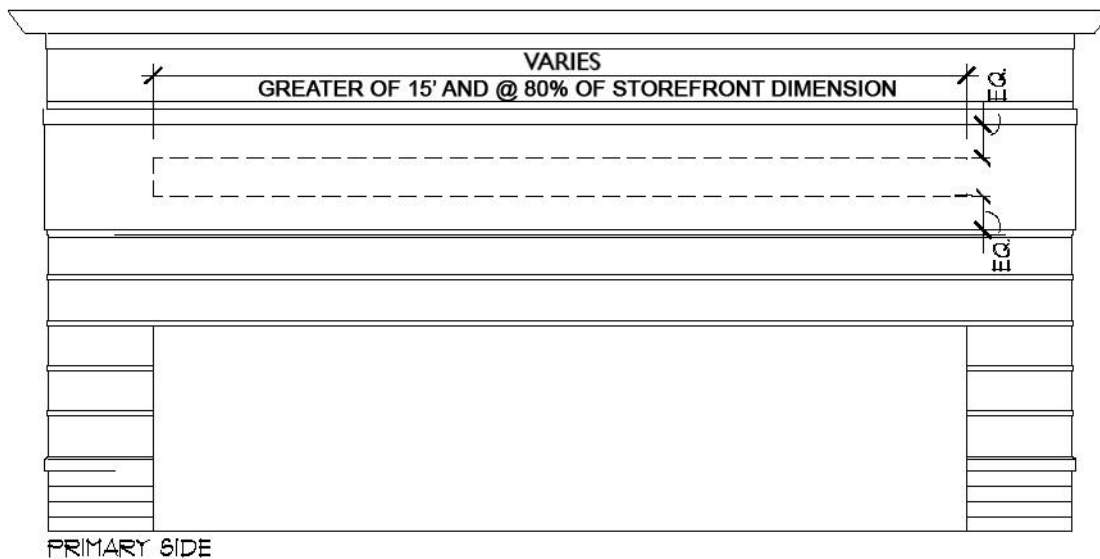
Freestanding or Building Mounted

Graphics on one (1) side

DESCRIPTION: Internally or externally illuminated. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.



3. Exhibit 3B – Restaurant Drive-Through Menu (continued)



4. Exhibit 4A – Planned Development- Tenant Signs

Freestanding Building – Single Tenant

BUILDING MOUNTED SIGN

GUIDELINES

Maximum 60 sq. ft. for largest single sign; Maximum 100 aggregate sq. ft. of sign area per tenant
Maximum 3 Building Mounted Signs per Tenant (no more than 3 signs total, consisting of up to 3 building mounted signs and not more than 1 freestanding sign).

DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

FREESTANDING SIGN

GUIDELINES:

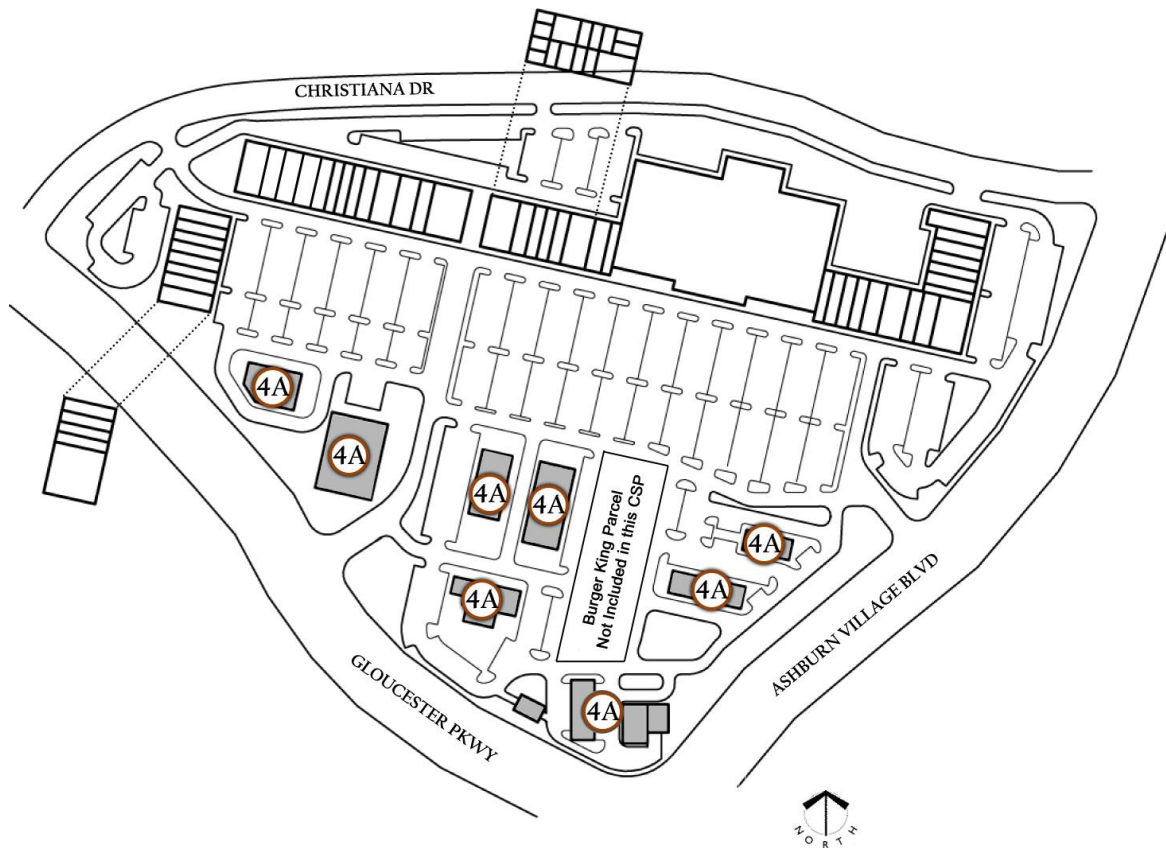
Maximum 1 freestanding sign. Maximum size of sign area= 100 aggregate sq. ft (50 sq. ft. per face)
Maximum background area – 150 sq ft. (75 sq. ft. per side) Overall Dimensions: 15' maximum width, 7' maximum height.
Graphics on two (2) sides

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SHOPPING CENTER

DESCRIPTION: Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

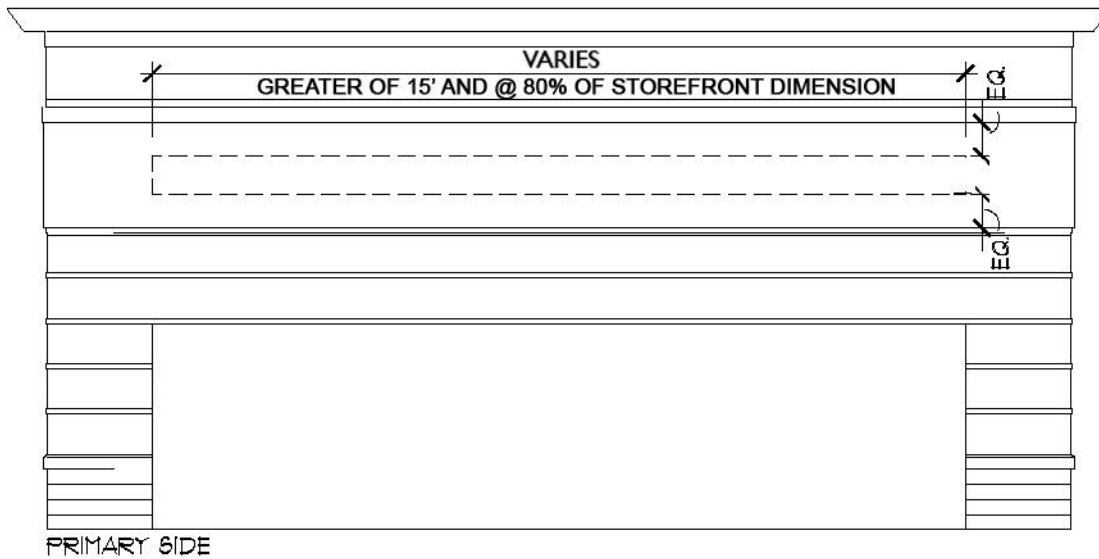
INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



4. Exhibit 4A – Planned Development- Tenant Signs (continued)

Freestanding Building – Single Tenant



5. Exhibit 5A – Child Care Center

Maximum 3 signs, consisting of up to 3 building mounted signs and not more than one 1 freestanding sign per tenant.

BUILDING MOUNTED

GUIDELINES

Maximum 60 square feet for largest single building mounted sign; Maximum 100 square feet of building mounted sign area per tenant.

Maximum 3 building mounted signs per tenant

DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



5. Exhibit 5A – Child Care Center (continued)

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and not more than 1 freestanding sign per tenant.

FREESTANDING SIGN

GUIDELINES:

Maximum 1 freestanding sign per child care center

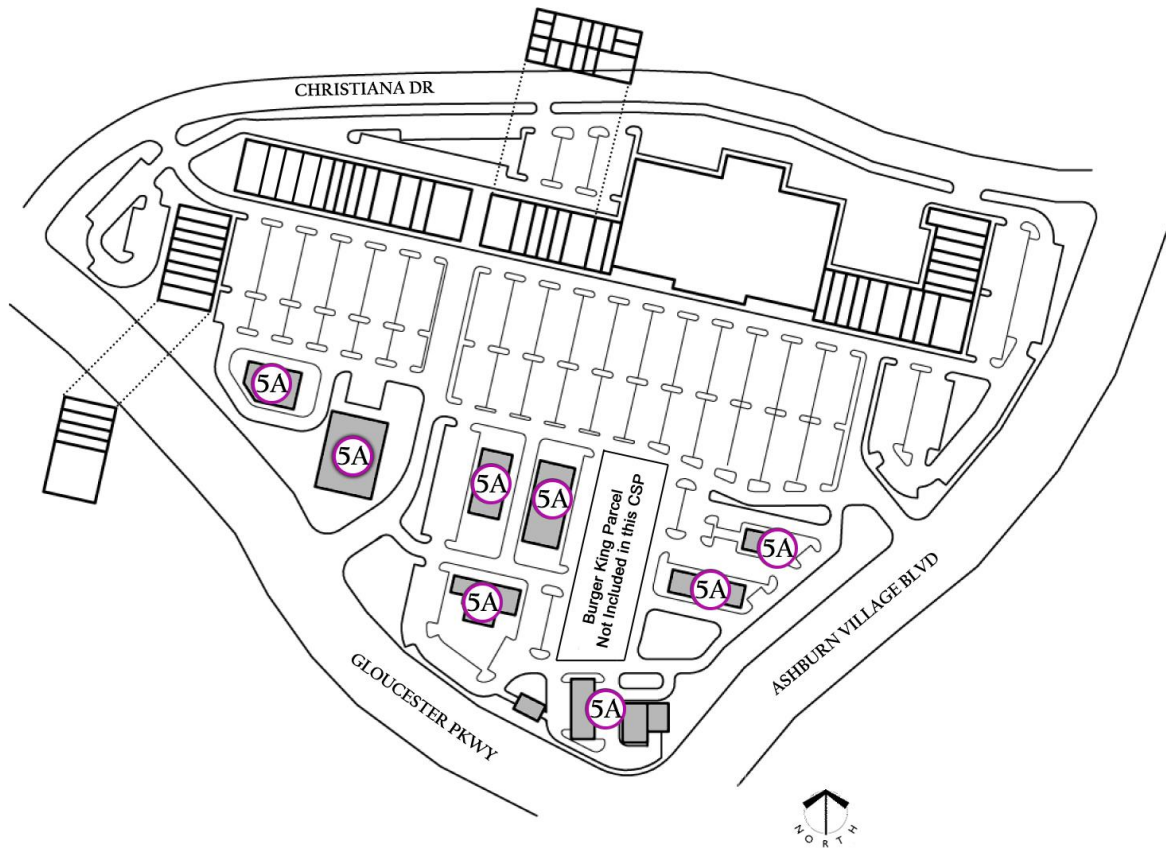
Maximum size of freestanding sign area= 100 aggregate sq. ft (50 sq. ft. per face)

Maximum area of background = 150 sq. ft. (75 sq. ft. per face)

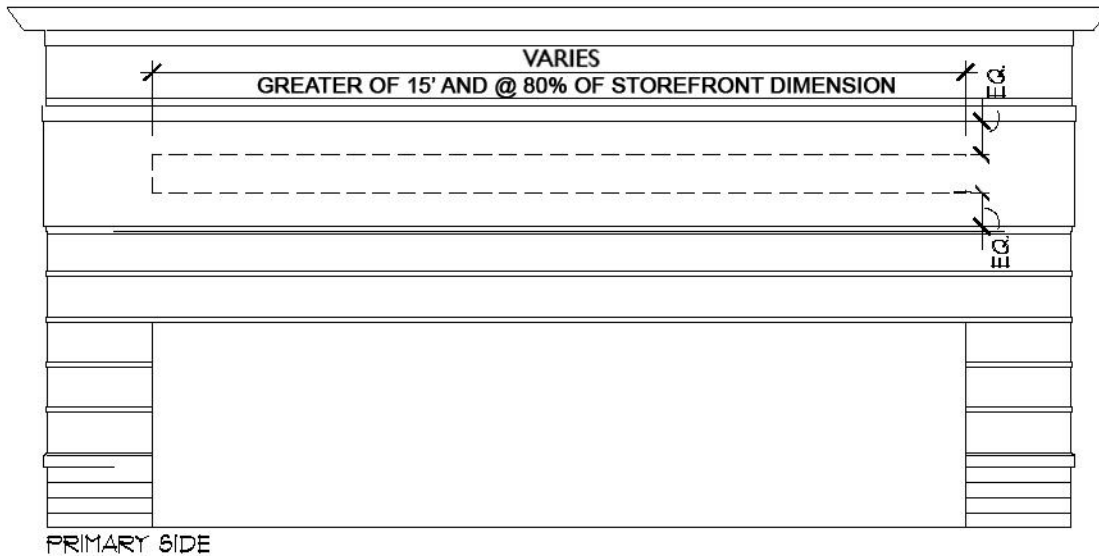
Overall Dimensions: 15 maximum width,
7' maximum height.

Graphics on two (2) sides

DESCRIPTION: Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.



- 5. **Exhibit 5A – Child Care Center (continued)**
 - a. **Building Mounted Signage for Freestanding Buildings**



6. Exhibit 6A – Auto Service Station

Including convenience store, car wash and repair

Building Mounted Sign

GUIDELINES

Maximum 60 square feet for largest single sign; Maximum 100 square feet of sign area per tenant

Maximum 6 building mounted signs per tenant.

DESCRIPTION:

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



6. Exhibit 6A – Auto Service Station

Including convenience store, car wash and repair

FREESTANDING SIGN

GUIDELINES:

Maximum 1 freestanding sign. Maximum size of sign area= 100 aggregate sq. ft (50 sq. ft. per face)

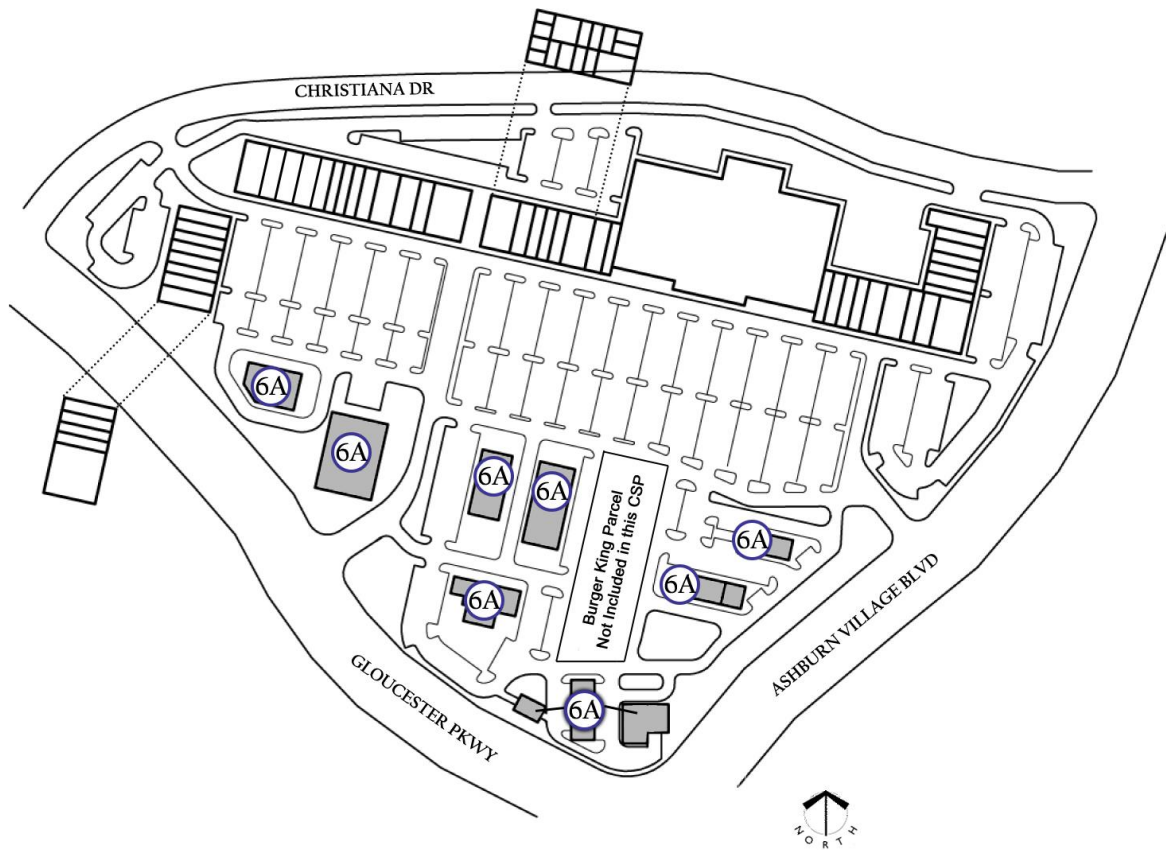
Maximum background area – 150 sq ft. (75 sq. ft. per side) Overall Dimensions: 15' maximum width, 7' maximum height.

Graphics on two (2) sides

DESCRIPTION: Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



- 6. Exhibit 6A – Auto Service Station (continued)**
Including convenience store, car wash and repair

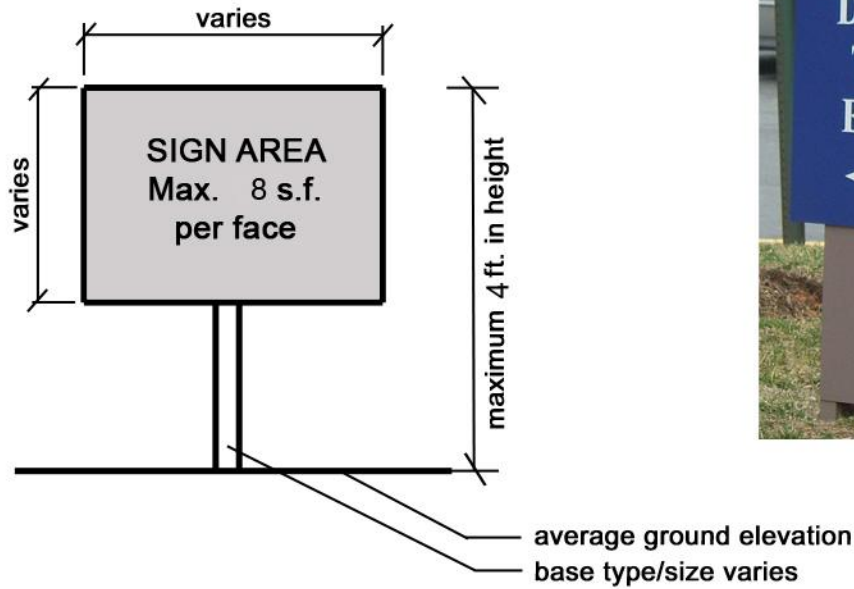
Ashburn Village

Shopping Center

B. Directional Signs for PD-H



drive thru sign examples



7. Exhibit 7B – Community Directional Signs

GUIDELINES

Maximum 16 aggregate square feet per sign. (8 sq. ft. per face)

Maximum 64 total aggregate square feet of business signs per tenant

Maximum of 4 signs per tenant

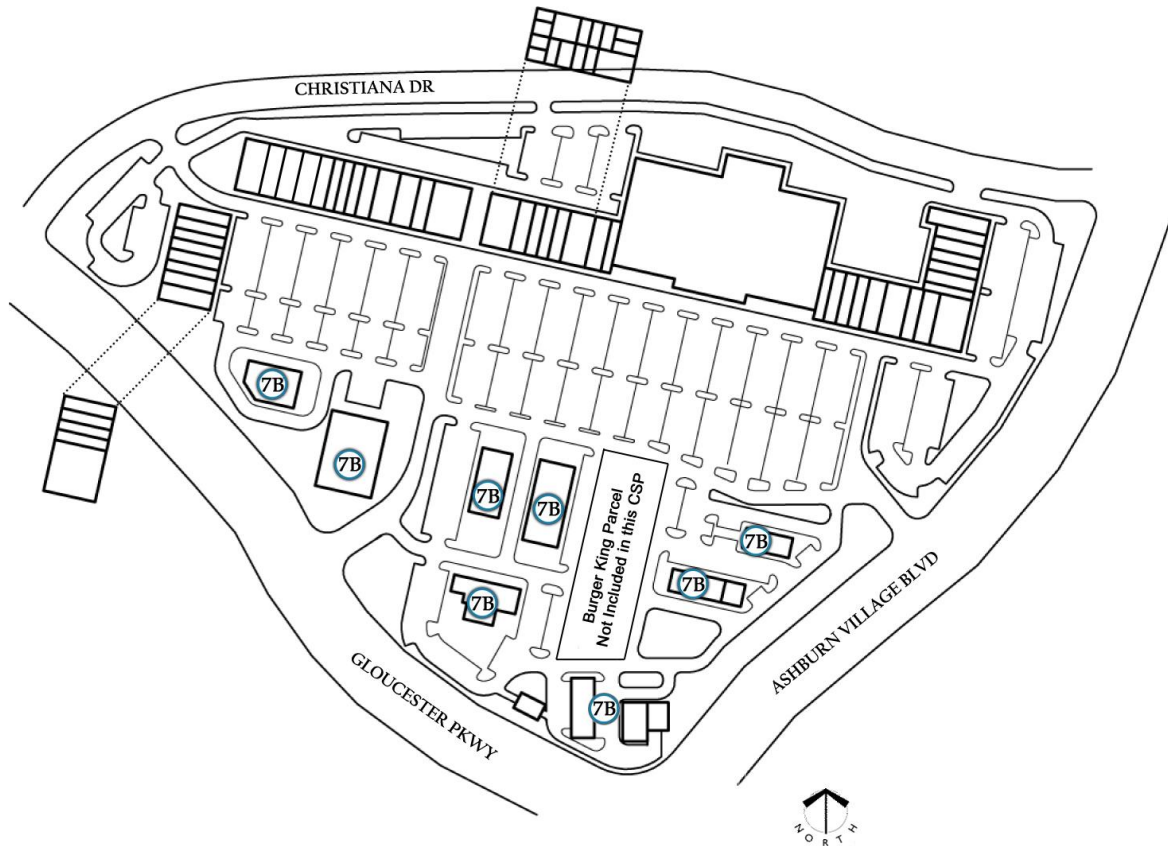
DESCRIPTION:

Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

INSTALLATION:

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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7. Exhibit 7B – Community Directional Signs (continued)

Ashburn Village

Shopping Center

C. Real Estate Signs



8. Exhibit 8A –Real Estate- Commercial For Sale/For Lease Sign- Retail or Office

GUIDELINES:

No more than two signs for each in line tenant building and no more than one sign for each free-standing building
Maximum size of sign area= 75 sq. ft.
Maximum Height from Ground 8'-6"
Graphics on two (2) sides
Maximum 6 signs on site at any one time
Maximum 3 signs along any single public right-of-way frontage at any time.

DESCRIPTION:

Materials: wood, metal, sign foam, plastic
Logos, text and architectural details may be monotone or full color

INSTALLATION:

Pressure treated interior wood posts secured in concrete.

Ashburn Village

Shopping Center

D. Sign Lighting



Sign Lighting-

BUILDING MOUNTED LIGHTING –

Up to 100 watt incandescent lamp or compact fluorescent or LED lamp providing up to the same light output as a 100 watt incandescent lamp.

Dimensions: Varies
Finish and Color: Varies

Lighting will comply with all local, state, and federal codes.



MANTARAY M15 SERIES
- OR APPROVED EQUAL

Sign Lighting (continued)

GROUND MOUNTED LIGHTING (For use with externally illuminated ground-mounted signs)

GUIDELINES:

Compact metal halide lamp

Ground Mounted

100 watt maximum, 120 Volt

Dimensions: 16" diameter, 4" height above grade

DESCRIPTION:

Die cast aluminum or brass housing

Color to be bronze, black or green

Quantity and locations to be determined based on the size and location of each individual sign

No neon lighting will be permitted